

**METHOD AND SYSTEM FOR REPLACING CONTENT IN A DIGITAL VERSION  
OF A MASS-PRODUCED PRINTED PAPER**

**Abstract of the Disclosure**

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A method performed by a computer system. The method includes storing a first version of a mass-produced printed paper, the first version having a first digital format. The method also includes replacing first content in the first version with second content, and translating the first version into a second version, the second version having a second digital format. The second version is displayable on a display device as a likeness of the paper.